OFFICE OF THE CITY MANAGER

NO. LTC # 304-2013

## LETTER TO COMMISSION

TO:

Mayor Matti Herrera Bower and Members of the City Commission

FROM:

Jimmy L. Morales, City Manager

DATE:

September 3, 2013

SUBJECT: Gun Buy Back Program- Event Scheduled on October 12, 2013

The purpose of this Letter to the City Commission is to provide information regarding the City of Miami Beach's Gun Buy Back Program scheduled for Saturday, October 12, 2013 at the North Shore Police Sub-Station located at 6840 Indian Creek Drive. The event will begin at 10:00 a.m. and end at 2:00 p.m. Parking will be at the south lot adjacent to the facility.

The intent of the Gun Buy Back program is to make the streets of Miami Beach safer by getting guns off the streets by offering gift cards in exchange for the guns. The amount of the gift card will depend on the type of firearm turned in. The amount will range from \$75 for a revolver to \$300 for an assault rifle. The Miami Beach Police Department will coordinate this effort with police officers providing security and traffic control.

To promote the event, there will be a proactive public information and education campaign via local print and electronic media outlets. The campaign will be directed to Miami Beach residents and business owners, as well as Miami-Dade and Broward Flyers describing the event will be distributed to Homeowners County residents. Associations and other organizations city-wide. There will be a public service announcement regarding the event aired on Miami Beach TV. In addition, dissemination of event information via City of Miami Beach social media sites such as Facebook and Twitter will be ongoing.

To encourage participation, persons wishing to exchange guns will not be required to give their name, address, provide identification, nor give an explanation as to how they came in contact with the firearm. However, to participate guns must be delivered unloaded, and if coming to the event by car, the gun must be transported in the trunk.

If you have any questions, please feel free to contact me.

JLM/RAM/MNO/MG